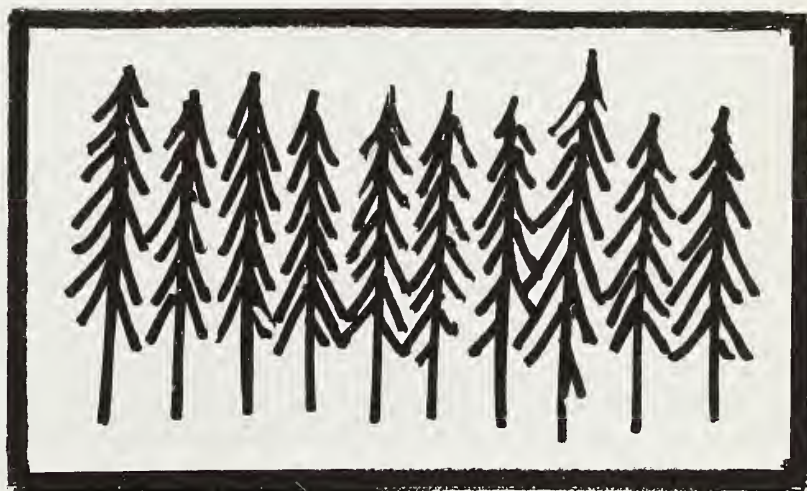


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REVIEW

U S DEPARTMENT OF AGRICULTURE * FEBRUARY 1966



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

LLOYD H. DAVIS, Administrator
Federal Extension Service

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EXTENSION SERVICE

REVIEW

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EDITORIAL

Did you realize that litter cleanup costs U. S. taxpayers about \$500 million annually? And if the cost of litter to private property owners is included, the National litter bill approaches the \$1-billion-a-year mark.

Working toward the dual objectives of beauty and bounty, Extension workers have long since discovered that the beauty and the productiveness of agricultural lands are not only compatible but complementary. As Extension has worked to achieve a more efficient and prosperous agriculture, much of this work has been directed toward the control and prevention of erosion, control of insect pests and noxious plants, plant disease eradication, prevention of stream pollution, and other conditions which not only hamper production but despoil the natural beauty of the land.

Prevention and control of these conditions contribute to a more attractive countryside just as surely as does the planting of ornamental shrubs and the cleaning of litter from roadsides.

Yet litter persists despite the concerted efforts—and very substantial accomplishments—of Extension, civic groups, individuals, and many others. The basic reason is that too many people are thoughtless. They simply feel no personal responsibility for the appearance of the countryside. An ever-stretching network of highways, increased travel, greater outdoor recreational facilities, and more leisure time all combine to provide even more opportunities for the litterbug!

This is a real challenge to Extension.—CYS

Today, 55 of California's 58 counties are using the multicounty approach in Extension work. Dynamic agriculture spurs specialization. County farm and home advisors are no longer obligated to the jack-of-all-trades role.

RAPIDLY CHANGING agricultural conditions in recent years have brought about increased specialization and cross-county responsibilities by California Agricultural Extension Service county staff members.

Cross-county line work has proceeded steadily during the past 8 years, with a few more counties undertaking such arrangements each year. Today, all but three California counties are involved in some form of multicounty work. The push behind such moves has been a dynamic agriculture which has called for adjustments in programs to meet and anticipate new problems.

Several situations have brought about more specialization and cross-county assignments by farm and home advisors. In some counties, for example, the number of farms of a certain commodity specialty was not great enough to warrant employment of a specialized farm advisor. Operators of such farms received a limited amount of help.

In the reverse situation, the farm or home advisor had insufficient clientele in a certain field of work to utilize fully his or her time and talents. In a third situation, the farm advisor had so many fields of work to cover that he could not be proficient in all of them. Reassignments across counties gave him the opportunity for greater specialization.

In a fourth situation, home advisors held many small meetings routinely within one county. Specialization across county lines enabled them to offer more intensive and better-attended short courses and regional



Extension Director George B. Alcorn (seated right) discusses arrangements for inter-county farm advisor assignments with officials of three counties.

Cross-County Arrangements Make for Efficiency

*by WIN LAWSON, Assistant State Director, California
and HOWARD DAIL, Information Specialist, California*

meetings. Regional mass media, such as television, could be used to great advantage.

The basic reason for cross-county or multicounty work lies in this state-

ment of the overall program objective of the Agricultural Extension Service by Director George Alcorn, "We must be in the forefront in adapting our educational services to

meet the needs of a complex and rapidly-changing State. The history we write must include a record of superlative service to the citizens of California."

State specialists, projecting Extension into 1975, made this report, "California agriculture will become more and more commercialized, employing increasingly larger amounts of capital and greater competence in business and technical management."

The report also stated, "Extension workers will be more specialized and better trained. Cross-county-line organization will be increased for better service to farm people and more efficient use of Extension personnel."

One result of cross-county work is that smaller-producing counties have advantage of the specialized assistance that larger-producing counties of the State have had for many years. Even in the large specialized counties, a few staff members operate in more than one county, because a certain industry — poultry, for instance—may not justify a specialized advisor for one county.

Studies preceded these changes in county staff responsibilities. Program

projection of counties furnished a basis for planning cross-county moves. The State staff also made longtime predictions on what would happen in their fields. Intensive studies of industries such as dairying, poultry, and livestock, were carried on by the administrative research unit in cooperation with farm advisors, specialists, and administrators.

These basic principles are followed in developing cross-county work. Preceding any change, industry leaders and farmers are consulted; county staffs discuss each move; specialists are asked for their opinions; and boards of supervisors are consulted. In nearly every case, current personnel fill the area positions.

In practically all cases, county boards of supervisors recognize the benefits that can accrue from specialization. They cooperate fully in providing county support for the different arrangements.

As cross-county staffing progresses, county staff members welcome the opportunity to specialize and spread their influence over a large area. They believe they have a better opportunity to develop their competencies

with a more limited range of subjects. Farm and home advisors concentrate on their particular fields when they take sabbatical leaves.

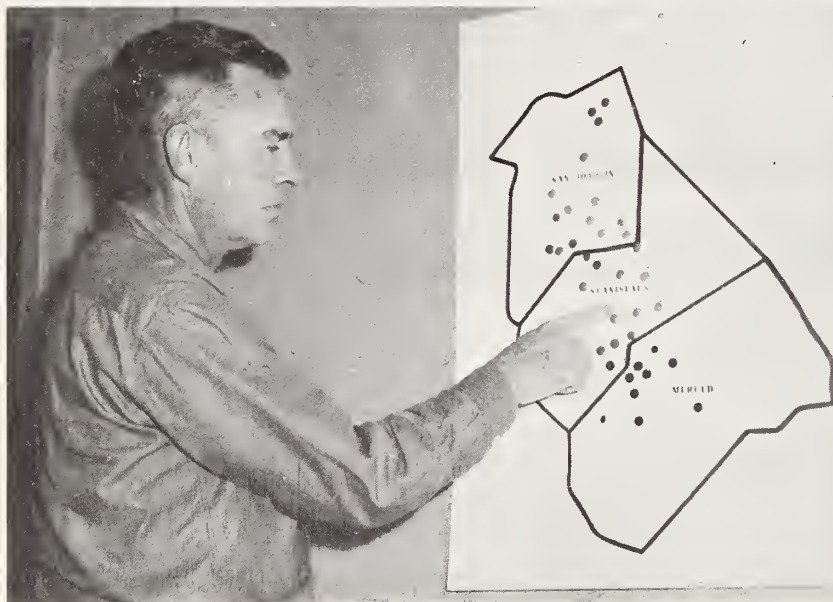
Fred Price, who now does poultry work in three counties, made these comments on his cross-county responsibilities. "I thought it would be difficult to work under three 'bosses' instead of one, but this has been no burden. It is true that I spend more time traveling, and at times I feel I am spreading myself rather thin. However, it is a great satisfaction to deal with such a substantial portion of the industry. My projects and field research tend to be more significant. The area's producers and I are not stopped by county lines from area meetings and undertakings. My newsletter goes to the producers in my three counties, and to those in one other county whose Extension staff requested such mailing."

The area-oriented staff members in agriculture have developed close teamwork with State specialists and experiment station staff members. They carry on much problem-solving research. In these areas, the chain reaction has improved communications from the experiment station to the farm.

The "barter" arrangement is most commonly used by California counties in obtaining cross-county advisory service. There is no exchange of money—only of staff work. For example, a farm advisor in one county is responsible for seed crops in two counties; in compensation, an advisor from the other county handles Extension citrus and almond duties in both.

Here are other examples: A farm advisor in Alameda County does viticulture work in Alameda and Santa Clara counties. In exchange, the poultry farm advisor in Santa Clara also serves the poultry industry in Alameda County. In Glenn County, the farm advisor doing sheep work also handles the sheep work in Butte County. In exchange, a Butte County farm advisor does the citrus work in both counties. Sutter and Yuba counties operate one 4-H Club program,

Fred Price indicates the grouping pattern of poultry ranches in the three California counties he serves as farm advisor doing Extension poultry work.





H. C. Meith covers citrus and almond data in both Butte and Glenn counties.

with the farm advisor from Sutter doing the 4-H Club work in both counties. In exchange, a farm advisor from Yuba does the dairy work in both counties. One exchange arrangement may extend to as many as four counties.

Another basis for multicounty efforts is reimbursement. The services of a farm or home advisor are extended into another county on a pay-

ment-for-services-rendered basis. San Joaquin and Merced Counties reimburse Stanislaus County for the farm advisor's poultry work in these counties. One farm advisor handles the livestock work in the McArthur area of both Shasta and Lassen Counties. Shasta pays 60 percent of the cost and Lassen pays 40 percent. Other counties use this arrangement too.

Informal arrangements also add to

the total of cross-county work. These are cases where a need exists and an opportunity is presented to use a staff member's talents more efficiently. No formal arrangements are made, nor is reimbursement considered necessary. For instance, Mendocino, Napa, and Lake Counties receive poultry help from a Sonoma County farm advisor. The poultrymen in all four counties receive the poultry newsletter from Sonoma County. As such informal understandings develop, some agreement usually is made for counties to reciprocate.

Communications of the specialized farm advisors have sharpened. One advisor formerly had a newsletter devoted to general livestock; now that he is doing cross-county work, he issues four different ones aimed at specific groups, such as sheepmen. Advisors doing similar area-type work exchange newsletters. Advisors may discuss their specialities on panels held in various counties, and they cooperate on radio presentations. One farm advisor issues a newsletter especially for dealers, bankers, and others in technical advisory capacities.

What is the effect of cross-county staffing on specialists? Here is how Milton Miller, a former agronomy specialist and now Assistant State Director, describes it. "Under the new system I had the problem of needing to be as well-informed as three farm advisors who constantly specialized in rice in our key rice-producing area. This included eight counties producing more than 85 percent of the State's rice. Very close working relationships developed among the advisors and me, and the experiment station's research personnel in rice.

"The advisors, experiment station staff, and I conferred each spring at a special planning meeting before we undertook a coordinated field research and teaching program, so there was no uneconomical duplication of effort. Providing effective leadership in rice proved especially challenging in view of the statewide responsibilities I also had for other cereal crops, oil crops, and new crop investigations."

A pioneer in developing cross-county responsibilities is Assistant State Director John Spurlock, who says, "Narrowing an advisor's responsibilities to one field but widening his radius of operations helps him develop. He digs deeper, improves his teaching, and increases his leadership role in the area. No longer is he obligated to be a jack-of-all-trades.

"Despite expressed doubts, we had little trouble convincing boards of supervisors of the feasibility of cross-county specialization. They quickly saw that a county was gaining the services of a specialized advisor, usually in exchange for the services of one or more of its own advisors who were specialized in another field. I early met with the association of supervisors in my area and explained to them the proposal. The county directors and I consulted with local boards and kept them well informed.

"Several advisors were lacking in enthusiasm at first, but those who undertook cross-county responsibilities found them stimulating."

In most of the multicounty arrangements, administrative responsibility of the staff members remains with county directors in the counties where they are headquartered. State specialists give subject-matter leadership.

Multicounty agents have the respect of the professional staffs of agribusiness firms, and this trend seems to be on the increase. One reason for this may be the increased quality of applied research being conducted by specialized multicounty advisors. The experiment station staff members work with them through specialists.

The future implications for cross-county work seem clear, as California agriculture continues the trend toward more and more specialization, and the need for highly-competent advice from Extension intensifies. It has been amply proven that county lines can no longer be considered barriers to effective Extension work. No doubt there will be problems as the interplay between counties increases. Procedures will need to be standard-

ized for retaining the highly-prized local support, for coordinating and supervising the county advisors working in more than one county, and for establishing criteria for assignment of multicounty work. These problems can and will be solved.

With the development of the cross-county concept has come opportunity for increased competence and job satisfaction of county staff, accom-

panied by a greater service to California agriculture. The certain acceleration of California agriculture's technological and economic revolution can bring only increased demand and need for highly competent Extension staff. Cross-county line work offers the opportunity for more efficient use of Extension staff, with the benefits accruing to California agriculture. □

John Lindt has responsibilities for rice Extension work in four counties.





John Wagner, who calls himself the Whittler Wonder of the USA has attended all 8 Arts and Crafts Fairs.

Arts and Crafts Fair

by MARION BUCKLAND, *Home Demonstration Agent, Newport, Vermont*

OBJECTIVE: To help Vermont people, and especially those of Orleans County, to find a suitable market for their handmade and home-made products.

Sound natural? Of course, it does. But how to go about it is the big question. Here's how it was done in Orleans County, Vermont.

First of all, we're a rural area in the northernmost part of Vermont, bordering the Province of Quebec. We're part of the Northeast Kingdom—a tricounty area of Vermont.

Since we're somewhat away from urban centers, we have problems of finding suitable markets for other than our world-famous dairy and maple products.

So 8 years ago an idea came into being. Let's hold an Arts and Crafts Fair, sponsored jointly by the Orleans County Extension Service and the County Home Demonstration Council (now called Extension Homemakers Council).

Much planning and thought went into the first event, held on the first Saturday in August. Lots of back-breaking work, too, finding available tables, and setting them up in the

Newport Municipal Building. Letters were sent to local craftsmen and others listed in the Directory of Vermont Craftsmen. The first event drew 63 exhibitors and 450 people from 12 States and several Provinces.

How was the quality of the products? Quite good. But this has improved so greatly over the 8-year period, one would hardly recognize them as from the same sources.

Paintings and art have been emphasized throughout the years. At this past summer's event, about \$700 worth of artwork (paintings, sketches, etc.) was sold.

Vermont foods, including maple products and delicious homemade bread, jams and jellies take priority with some people. (They're always sold out first.) But we like to see other creative crafts sold, too, such as handbraided and hooked rugs, Vermont woodenware, toys, ceramics, hand-woven items, enameled jewelry, knitting, aprons, exquisite Christmas tree ornaments, and the like.

At our last Fair an estimated \$2,600 worth of arts and crafts were sold on one day. Also, well over 100 exhibitors came and 2,000 persons

attended to see, examine and buy.

The overall chairman of the event is from the Extension Homemakers' Council. She has a committee consisting of two art co-chairmen (who take complete charge of the 100-150 paintings which are shown); the home demonstration agent; other Extension agents; plus interested citizens.

In addition, for the past 2 years, a youth exhibit of craft work done by county 4-H'ers and others is held in conjunction with the adult show.

What has it meant to Orleans County? We may never know for sure, but we can cite a few examples of real assistance to county people.

One farm wife canes chairs in her spare time (mostly during long winter evenings), and is kept busy year-round with this work. Her contacts came originally from our Fair.

A retired man, living on a small pension, braids and sells attractive baler-twine rugs. He has a market for every rug he makes; many people even order in advance.

Two local women have been discovered for their ability with knitting needles. As a result they are too busy supplying their new outlets to exhibit at our Fair.

Another county homemaker has "gone catalog" with her aprons which are now quite well known nationally.

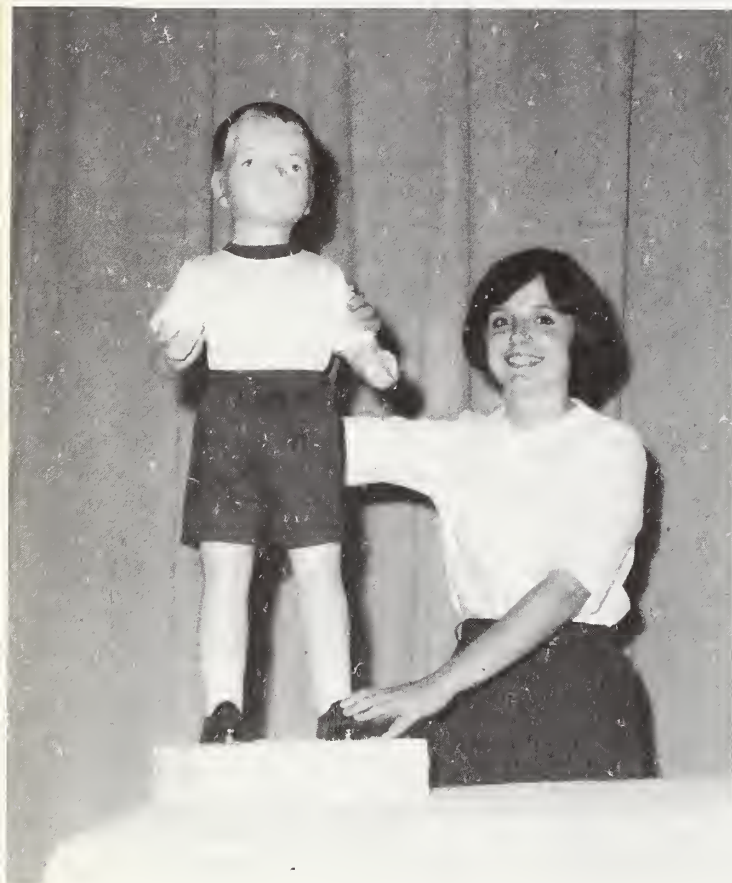
A man who makes woodenware and does silk-screening has found a new market in the southwest.

We could go on listing achievements of the people themselves in improving their products and markets through encouragement received at our Arts and Crafts Fair. But being good Vermonters, we don't want to brag too much. If you'd like to see Vermont craftsmen in action, why not come to Newport on the first Saturday in August? There's no charge to attend, and you can browse and buy to your heart's content. □

MICHIGAN YOUTH BOOST EMERGENCY PREPAREDNESS

by LESTER BOLLWAHN
Michigan Rural Defense Coordinator
and SEWARD CUSHMAN
Information Specialist
Michigan Rural Defense Office

Doris Sillers made good use of "Tommy" in her Medical Self-Help demonstration on Control of Severe Bleeding.



MICHIGAN 4-H YOUTH are placing an accent on action in assisting the Rural Defense program. These young people quickly recognize the value of emergency preparedness, and they are showing increased enthusiasm through their participation in numerous projects.

The Mancelona 4-H Nature Spotters of Antrim County are typical of the enthusiasm demonstrated by the teenagers. This 4-H Club has placed *Accent on Action* information guides in tabletop dispensers throughout their area. The guides, which deal with emergency preparedness for various natural and manmade disasters, are prepared by the Michigan Rural Defense Office.

Mrs. E. L. Rice, leader of the Mancelona 4-H Nature Spotters, initially saw the *Accent on Action* guide, "Preparation for a Tornado," at a bank in a neighboring community. The dispenser and guides had been placed in the bank by Walter Kirkpatrick, Antrim County Agent.

Mrs. Rice wrote to Leslie Mack, Rural Defense Youth Coordinator, requesting 100 copies of the tornado publication for her 4-H'ers to distribute. Mack responded by sending the club 100 copies of "Preparation for a Tornado," plus sample copies of nine other *Accent on Action* guides and a special *Accent on Action* dispenser.

The 15 teenage members of the Nature Spotters were



in Leshock 4-H TV Action Club president, shows other members how to store and purify water.



Mancelona 4-H Nature Spotters set up *Accent on Action* information guide dispensers in their local post office.

immediately enthused about the possibilities of an emergency preparedness project. They requested more guides and dispensers from the Rural Defense Office. When they received these materials, the club members set up dispensers in various well-traveled locations—the public library, post office, restaurants, supermarkets, and retail stores. As Mrs. Rice wrote to Youth Coordinator Mack in a request for more information guides, “Interest is really sparked. Now we must keep it up. We are using the distribution of Rural Defense educational materials as a community project.”

Each of the members watches certain dispensers, keeping them filled and making periodic changes of the information guides. The members keep a record of how many of each of the guides are taken so that they can determine which are most popular in their community. The “Preparation for a Tornado” guides go fastest—as one of the Nature Spotters said, “People are tornado-scared. The tornado bulletins were taken like wildfire!”

The 4-H’ers also set up *Accent on Action* dispensers at the Antrim County Fair in August. They displayed the guides with their group’s projects. As another part of their project the Nature Spotters are passing out the *Accent on Action* guides in each of their neighborhoods. “The members are all excited over this community proj-

ect,” says Mrs. Rice. “Children can sometimes get things across to adults better than grownups!”

When the group first decided to make the distribution of *Accent on Action* sheets their community project, Mack complimented the members on being good 4-H citizens. Mrs. Rice responded, “Thank you for the encouragement and praise. Young people need it. Youth can do so much in building emergency preparedness. They are using their energies constructively in something new!”

Although the Nature Spotters Club is primarily conservation-oriented, the subject of emergency preparedness appeals to the 4-H’ers because it is both interesting and informative. Most of the members have read all of the *Accent on Action* guides. The emergency preparedness project is also carrying over to other activities. Two members prepared a demonstration for the emergency preparedness and safety division of the 1965 4-H State Show.

A young lady who recently displayed great interest in the emergency preparedness program of Rural Defense (and whose interest won her a trip to Chicago) is a 15-year-old resident of Shiawassee County. She presented the outstanding emergency preparedness demonstration at the 4-H State Show.

The demonstration concerned fallout shelter living. She presented a filmstrip on rural defense, and then discussed



Sharon Dunham discusses the model fallout shelter which she built for her 4-H award-winning CD demonstration.

the advantages of a community shelter. She said that in a community shelter more people are protected, more people know how to administer first aid, and more people who happen to be away from home are protected.

This 4-H girl stressed three important things rural citizens need in order to be prepared for a nuclear disaster—a home fallout shelter equipped with food and water, disaster know-how, and first aid knowledge.

A display of the necessities for a fallout shelter and her model of a home shelter completed her demonstration. What impressed the judges—who included two members of the Rural Defense staff—was her wide knowledge of emergency preparedness. She had given another emergency preparedness demonstration at the State level the

previous year, so experience and research had gone into the preparation of her winning demonstration. The project also led her to community service when she assisted in the civil defense booth at her county fair.

The two young people who placed first in the farm and home safety demonstrations at the State Show also displayed an understanding of emergency preparedness. A 4-H boy from Huron County said that the farm of tomorrow will be a mass of charred buildings unless adequate precautions are taken now to prevent fires. Medical Self-Help was stressed by a girl from Lapeer County when she demonstrated the use of pressure points to control severe bleeding.

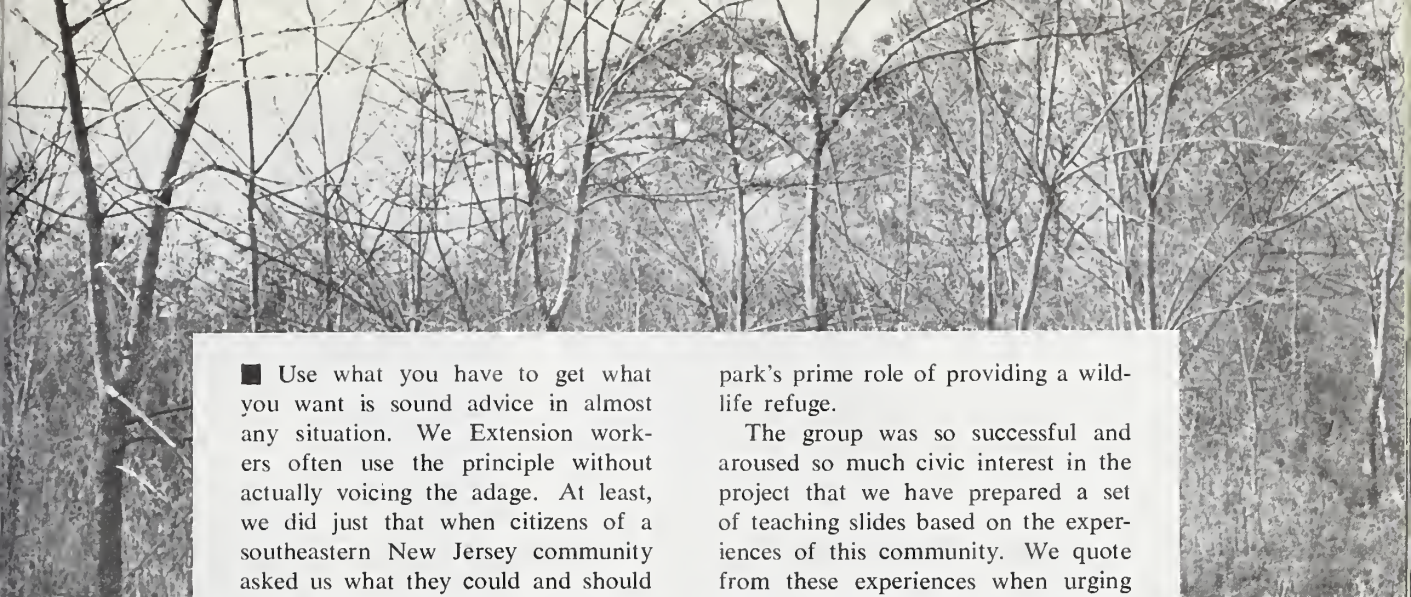
The enthusiasm of Michigan young people will soon be sparked again by a series of 10 emergency preparedness television programs produced at Michigan State University through the Rural Defense Office. The series, tentatively entitled 4-H Action Club, is designed for a 10- to 12-year-old audience. It is the first emergency preparedness television series produced especially for youth.

A club meeting format is used for each program, with the program's Action Club members presenting projects and demonstrations relating to a particular emergency preparedness topic. A different aspect will be explored by the Action Club each week. Field trips and visits from topic experts will round out the program activities.

While the television series was still in the planning stages, one county agent said that he already had 8,000 boys and girls in his county ready to take part in the series. Michigan 4-H'ers certainly are demonstrating their accent on action! □



Dick Arnold, 4-H TV Action Club leader, tells the members about Emergency Preparedness projects.



■ Use what you have to get what you want is sound advice in almost any situation. We Extension workers often use the principle without actually voicing the adage. At least, we did just that when citizens of a southeastern New Jersey community asked us what they could and should do to finance a 300-acre municipally-owned, wildlife refuge.

As the woods are within a few miles of Absecon Beach on the Atlantic Ocean and only about 15 minutes from Atlantic City, we advised the group to develop a small portion of the land into rentable campsites that would pay the salary of a full-time ranger and maintain the refuge.

We further suggested that the campsites retain a setting as natural as possible so at the end of the camping season the visible remains of the sites would blend into the rest of the woodland. Although they would be a money-making proposition, the campsites would not detract from the

park's prime role of providing a wildlife refuge.

The group was so successful and aroused so much civic interest in the project that we have prepared a set of teaching slides based on the experiences of this community. We quote from these experiences when urging others in New Jersey to obtain full use of undeveloped land, both publicly- and privately-owned.

Northfield, a small town near Atlantic City, acquired the woodland during the depression when the owner of a brick factory failed to pay his property tax. Over the years the land had remained a wooded area, one of the few municipally-owned parks in this part of New Jersey.

Following World War II, the building boom touched Northfield as it had so many other communities in our rapidly-growing State, and housing developments edged closer and closer to the woodland.

A number of citizens realized that

by AUSTIN N. LENTZ, *Farm Forestry Specialist, Rutgers*
and CHARLES A. DUPRAS, *Atlantic County Agent, New Jersey*

How one small town in New Jersey is making a three-hundred-acre wildlife refuge pay multiple dividends.

COMMUNITY SAVES PARK



Left, a group selects underbrush to be thinned around campsites. Above, Dupras reviews plans for Birch Grove with two local women.

the woods would soon be doomed and the wildlife that lived there would be destroyed for lack of a proper environment. As a result, the group formed the Birch Grove Park Association.

Various service and garden clubs in Northfield were encouraged to clear a portion of the land, build a fireplace, and install a picnic table. Through the years the groups continued to hold private as well as community picnics, but the enthusiastic Birch Grovers realized that this was not enough. The city fathers were not sugar daddies and such a large, unused, non-tax-paying park was becoming a liability in the eyes of many.

Mrs. Clarence Kreutz, one of the most active members of the association said, "We just couldn't let the woods be cleared to make room for row after row of little box houses. The newspapers were filled with appeals to beautify America, yet all we wanted was to keep Northfield from destroying the beauty it possessed."

When Mrs. Kreutz decided that something constructive had to be done to save the woods, she "went to the top." She asked for advice from

Dr. Mason W. Gross, president of Rutgers University. He suggested we offer our services to Mrs. Kreutz and her group.

When the association showed us the park, we were impressed with its natural beauty. The 300 acres were covered with second growth timber, untouched except for the small portion the service groups had cleared for picnic areas.

Revealing its past as a source of brick clay, the woodland contained 21 pits, now small lakes. Wildlife in the form of raccoons, deer, and various waterfowl were in happy residence.

We agreed with Mrs. Kreutz that the refuge should be preserved. The problem became one of financing. Our suggestion involved immediate as well as long-term goals. We continue to believe in and promote proper woodland management and suggested that the association hire a ranger to manage the woods.

The immediate goal was to obtain some sort of steady income from the land to finance a ranger-in-residence. Our suggestion was to provide 40 to 45 campsites, the minimum needed to pay expenses. We frequently met

with the group, helped them develop a master plan, and determined a schedule of work to fit their financial limitations.

The group was conservation-minded and needed little education in the importance of woodland management. Our role as advisor consisted primarily of suggesting means of using the land in multiple ways. We supervised work as the project progressed and continue to advise the group in the development of the park.

The association conferred with other groups. They talked with owners of private campgrounds and with the Jersey Devils Camp Association. The advice they received from these groups confirmed the advice we had given.

The first summer (1965), the association built 20 campsites and a bathhouse large enough to serve 45 families. The bathhouse provided toilet facilities as well as hot and cold running water and showers. In 1966, the association plans to build an additional 21 campsites.

The initial sites were fully rented for the short season after construction was completed. Beginning with the

1966 season, National and State camp guides will list Birch Grove, assuring it almost 100 percent occupancy.

The main interest of the group continues to be the wildlife refuge. Because of this, they contacted District Forester George Pierson, of the New Jersey Department of Conservation and Economic Development; John Krohn, Soil Conservationist for the Cape-Atlantic Soil Conservation District, and Joseph Gallo, Atlantic County Conservation Officer.

As a result, the lakes are stocked with fish, and, according to the association, anglers line the banks during fishing season. During the winter, when the lakes freeze, families flock to the park for skating—supervised by the city police.

Northfield Little Leaguers have built a ball park for practice and competition, and the community has fenced an area to display some of the wildlife attracted to the park. This appeals particularly to the children and encourages family outings.

A dance area with soft drink stand and large fieldstone fireplace provides facilities for teenage dances and is available to all youth and church groups.

The park is becoming a valuable part of the community. The association holds community picnics to raise money to finance the park until the camp area construction is completed. They petition the city for additional funds each year.

The group continues to work with capital of never more than a few thousand dollars and depends heavily on volunteer labor and donated items. For example, the husband of one member is contributing the liability insurance until the park is self-supporting.

The Birch Grovers regret that they lacked money to complete the project at once. However, lack of funds is a situation similar to that of almost any conservation group: the rest of the community will appreciate and support public woodlands when open space is no longer available.

Publicity for the Birch Grove project was never a problem. The local newspapers were most gracious; pictures and stories appeared regularly over the past 10 years. Since all service groups, garden clubs, churches and youth groups were asked for support, probably no Northfield resident over school age is unaware of the Birch Grove Park.

This cooperation between so many

groups has particularly impressed us. A small, dynamic nucleus has successfully motivated others to support a community project that involved multiple use of some of the last municipally-owned woodland.

Eventually the 300 acres will provide sawtimber as well as satisfy community recreational needs and conserve water and wildlife in our rapidly-urbanizing State. □



Families take advantage of first season's camping and the new bathhouse.



Yellowstone Extension Homemakers Have Diverse Public Affairs Interests

by ALFREDA R. FORSWALL

*Extension Home Demonstration Agent
Billings, Montana*

EXTENSION HOMEMAKERS in Yellowstone County are busy with the usual family and housekeeping duties, but they are also alert to their need to be informed and to participate in public affairs.

In thinking through the needs of homemakers, Yellowstone County program planners discussed the question—What is happening in my community, my county, my State, and my Nation that is of concern to me and my family?

The welfare and opportunities for her children are close to the heart of every mother so the group studied the financing of public schools, developing interest and greater insight. Are we getting the most from our education dollars? John Bower, Montana Extension Economist, prepared materials and conducted an educational meeting for project leaders. Sources of revenue in the county, State, and at the Federal level; limitations; increased costs; and the financial program for the schools challenged the thinking of every member. One leader, a grandmother, said "I knew there was a Foundation Financial Program, but I've never understood it before."

An interest group studied careers—What opportunities are there for Montana's young people? Again, Bower brought challenge to think when he pointed out that Montana's labor force is substantially greater than the total employment and emphasized the fact that opportunities in agriculture are declining. His bulletin, "A Job in Your Future" helped in considering major job-groups, job opportunities, and the education and training required. The film "More Power for the Job" raised questions as to the future for the dropouts from high school and for those who don't enter or are early dropouts from college.

With these questions in mind, program planners asked for a study of Montana's educational institutions. The fact that Montana's Greater University is made up of six branches, so planned to better serve more areas of the State, has long been a controversial subject as to practicality and cost. The Extension Homemakers asked to gain understanding of the major functions of each branch and to learn what other vocational training is available within the State with some idea of cost.

Project leaders met for another educational session with Bower who brought answers for many of their questions. In the area of vocational opportunities, they decided that Montana falls short of meeting the needs.

Then their questions centered around these thoughts: What can Montana afford to do to further vocational training? Can we afford not to? What employment can we offer after training? Is it fair to spend so much money on some students and offer little opportunity for others?

Bower also discussed the value of education in comparison to cost—dollarwise to the student and to the taxpayer—and in such desirable characteristics as good citizenship, flexibility, satisfaction, and self-esteem.

Along with these concerns, Yellowstone County Extension Homemakers have been striving to become better informed in civic affairs so that they might be more aware of individual responsibilities. They have studied county and State tax revenue and its use. They had lively discussions on the characteristics of a good citizen in everyday living. One project leader said, "I didn't really want to come, I thought it would be boring. Now I'm glad I volunteered." Another club member admitted later that her group hadn't wanted to spend its time on civics but had truly been interested in the two meetings.

That same year an interest group meeting on "My Role at Election Time" brought disappointment to some who "thought you'd tell us how to vote on the issues." However, most of them realized the importance of taking a look at attitudes, at ways of becoming informed voters, and recognized that it is important that we each develop our own convictions. Reports indicated that a real effort was made to get family and friends to the polls.

Members who worked with the agent on the 5-year program of work suggested that many homemakers lack an understanding of government. They brought their idea to the program planners who agreed. In fact, they had many questions concerning their own civic duties.

As a result the Extension Homemakers studied City Government this year. Officials of each branch of government prepared information sheets for the project leaders and spoke to them about their services for about 15-20 minutes each. Leaders were highly enthusiastic, liked this direct contact and the opportunity to meet and ask a few questions. Time limited these, however, some leaders stayed after the meeting to visit with the speakers.

This procedure had a second very positive asset. It gave all of these officials a little insight into the Extension Homemaker's program. For example, the city Alderman said he was most interested to read over the program for the year. "These are very worthwhile goals. Since I'm a teacher, I'm particularly interested in the one on Understanding Teens."

One of the longtime goals chosen by program-planning leaders in Yellowstone County is "for Extension Homemakers to develop a better understanding of ourselves

and others." The people of this area have a diversity of nationalities so the leaders chose to get acquainted with foreign dishes. In addition to a smorgasbord lunch prepared by members, facts on customs and the relationship of climate and economy on the food habits of the countries represented were discussed. This created such enthusiasm they asked for more. "But why don't we take advantage of our International Farm Youth Exchange delegates. Some of our members have the opportunity to hear them when they make reports in our county but they can never stay long enough to reach all of us." This idea was accepted readily.

Coral Powell, Montana's 1963 delegate to Taiwan, gave the agent general information concerning the people and their customs, their standards of living, schooling, economy, agriculture, and the arts as well as food. She also provided recipes she had obtained from her host mothers.

Another delegate went to Turkey but she was not available for help so the agent conferred with Mrs. Donald J. Luebke whose husband had served in Turkey for 2 years in the Point-Four program. He is now Montana Extension Program Leader for Production and Conservation. Her authentic recipes from Turkish women together with library references, provided information for the project leaders' use. One dessert from each country was prepared as a part of the lunch.

Many of the Extension Homemaker clubs that meet twice a month chose to devote a meeting each to Taiwan and Turkey, others chose to share highlights of both countries at one meeting. Many clubs prepared complete meals with the help of members, others chose snack foods for refreshments. Reports showed a variety of techniques were used to create interest; e.g., many project

IFYE delegate Marcus Bordsen made plans previous to the meeting with a homemaker who had come from Poland.



leaders wore dresses and jewelry similar to the native costume, and brought articles which had come from those countries.

The IFYE delegate to Poland, Marcus Bordsen, gave the Homemakers a real challenge to try to understand the background of that country and why it is ruled by Communists. He prepared a paper, "Poland—an Interpretation of Its History and Recent Political Events;" a copy was provided for each club. Fortunately, he could be in the county to meet with the leaders and illustrated his paper with slides.

He also shared general information such as that used with the two previously-studied countries. A homemaker who came from Poland, Mrs. Dover Sindelar, assisted with recipes and added fun by providing two kinds of Polish cookies, paczki and piernik, for the "seventh inning stretch." Since her old home recipes use gram and liter measurements, some of those which had been obtained from the Polish Embassy were provided.

The 1966 projects include "Cultures and Foods of Brazil," with the help of John E. Ranney, 1964 IFYE delegate from Montana.

The club members say, "We like this, it has a personal touch. We get ideas to add a new interest to family meals. And at the same time, the people of the countries we study seem a little closer to us; their families are much like ours."

Because the women previously had a project "What is Communism?" the study of Poland brought new insight into the techniques used with youth and in other governmental procedures. The earlier study included a brief discussion of the economic systems of the world. A chart obtained from the USIA helped them to understand the Communist theory of the evolution of society according to Marx. A comparison was made of the traditional meaning and the generally accepted political and economic meaning of the word "communism."

Members saw the need to be better informed about political and economic systems; to understand the importance of having a strong defense program, under present conditions, without scare tactics; to learn to spot the destructive forces in our democracy such as extremists, propaganda (distortion of truth), unjust accusations; to use a positive approach—frightened people do not use their heads — and to appreciate the freedoms in our democracy.

One homemaker came to the office later and said "I've heard a lot of talks about Communism and I've always gone home with a feeling that there just is nothing we can do. Now I feel that we can do something and that it is worthwhile to try."

Other programs of these busy Yellowstone Homemakers concern health, safety, conservation, use of leisure, and history. □

From The Administrator's Desk

What Are You Building?

Recently on an air trip the stranger in the next seat asked the simple question, "What do you do?"—a not uncommon experience.

All of us from time to time have the responsibility to tell about our work—to explain, to defend, to obtain support, cooperation—to tell friends, strangers to the program, supporters, skeptics, big-picture, detail seekers; long-run, short-run interests.

What are you doing? How do you answer the question?

I am reminded of an old story you certainly have heard. It is the story of three workmen who in turn responded: "laying bricks," "building a wall," "constructing a great cathedral." A fourth might have said, "contributing to the spiritual welfare of a whole community."

One can equally well imagine the question being asked of several Extension workers doing comparable work with responses such as, "teaching farmers to control cotton insects," "developing more prosperous cotton farms," "building the agricultural economy of the area," or "strengthening the ability of the cotton industry to compete in world trade and with other fibers."

I am reminded of a time when an Extension worker prepared a publication on combating juvenile problems—for use in home economics groups. A host of other groups concerned with the problems found it useful and

wanted copies. The question was raised as to whether we could supply copies. There followed a debate—primarily over whether we were laying bricks or building a wall.

A cathedral is constructed only as men build walls, lay bricks. Similarly the big goals we serve the cathedrals we help construct are only realized as many people work hard at laying the bricks of which they are built. Most of us are "laying bricks" and one of our "brick-laying" jobs is in motivating others to visualize a cathedral and start putting the pieces in place.

I believe we do our best work at our particular places "on the job" when we so understand, believe in, and are dedicated to the larger mission that accomplishment of this guides our actions, that when asked, "What are you doing" we instinctively tell about the cathedral.

I would also observe that many of the people we have responsibilities to tell about our work are most interested in learning about the broader missions toward which we are working and the accomplishments but others then want to know what bricks are being laid, where, how, and by whom.

We can avoid doing ourselves and our programs injustice by telling about the bricklaying only when the audience knows about the cathedral or at least the wall.—

Lloyd H. Davis